

COUPON No. 1.

WESTERN SECURITIES COMPANY,
1253-1255 James Flood Bldg.,
San Francisco, California.
Furnish me fullest possible information about Tourmaline
and Gem Company. I desire details concerning an investment in the stock of the Mesa
Tourmaline and Gem Company.
Name
Street and Number
City and State
Cut out this coupon and mail to us today. Tribune 10-8.

Free Trip to California

With all expenses paid. First-class railroad fare, Pullman accommodation, dining-car meals, board bill in Los Angeles, at the Angelus or Van Nuys Hotel, for one week; and a personally conducted trip to the Gem mines of San Diego county. Your money will be counterfeited from the time you get on the train until you reach home. We pay all expenses; all we ask in return is that you do a little work for us; only a few hours' time required. This offer is made for the purpose of advertising California and the Gem Mines of San Diego County. Only one person in each locality can get this trip free. If you have some one in mind, send us their name and address, and full particulars will be mailed; or we will be pleased to have you take up the proposition. Any one can have a trip from their home to Los Angeles and San Diego at our expense by doing a little work for us. You help us and we will help you. Write at once; don't procrastinate.

COUPON No. 2.

SOUTHWESTERN SECURITIES COMPANY,
1253-1255 James Flood Bldg.,
San Francisco, California.
Please outline a plan whereby I can invest \$..... monthly
in the Mesa Grande Tourmaline and Gem Company.
Name
Street and Number
City and State
Cut out this coupon and mail to us today. Tribune 10-8.

BETTER THAN A GOLD MINE

The Mesa Grande Tourmaline and Gem Company is incorporated with a capital stock of one million dollars. The stock is paid and non-assessable. Every stockholder is on an equal basis and every stockholder draws the same dividends. There is no preferred stock and no one receives any "deadhead" stock. The only way any one can get any of this stock is by buying and paying \$100.00 per share. This is the ground-floor offer, and the stock will soon sell much higher. There are only a few hundred shares to be sold at this price. The shares are selling every day and will soon be gone. The stock is registered by the Mercantile Loan and Trust Company of Los Angeles, and every stockholder is protected from over-issue. The company has a very small capitalization. In the hands of "frenzied financiers" it might have been sold for ten or twenty millions. This company was not formed to sell stock, but to mine and market gems—the richest

A SECOND KIMBERLEY

AN INCOME FOR LIFE

and most profitable mining in the world today. A few thousand dollars are needed to pay off the mortgage, establish our own lapidaries and increase the production. That's why you can buy stock. Our necessity is your opportunity. Grasp it quick.

You have an opportunity now to become identified with a big gem mine that promises to rival the famous Kimberley mines of South Africa. It is better than a gold mine, and it means an income for life.

These mines are located in California—San Diego County—and by getting in now at the inception you will help to build up another mammoth California industry. Every California gem that is worn is a beautiful and permanent advertisement for the glorious State of California.

Fill in a coupon and send it to us today. Call and see us if you can—do it now.

\$100 May Make You Rich

Don't figure the profits. You can buy one share of stock for \$100.00 in 1000 on installments. For value, \$100.00 full paid and forever non-assessable. If you can't pay cash, you can pay \$5 down and \$10 per month for 10 months. Let your savings work for you and help build up an honest income. But act now. Tomorrow may be too late. We want every client of the Mesa Grande Tourmaline and Gem Company. There are only a few hundred shares to be sold. Fill the coupon. Do it now. Every share of stock in the Mesa Grande Tourmaline and Gem Company will draw as large dividends as any other share. No favoritism—no stockholders.

Mesa Grande Tourmaline and Gem Company

proposition in a way, but it is to be compared with the ordinary proposition. Let your savings work for you and help build up an honest income. But act now. Tomorrow may be too late. We want every client of the Mesa Grande Tourmaline and Gem Company. There are only a few hundred shares to be sold. Fill the coupon. Do it now. Every share of stock in the Mesa Grande Tourmaline and Gem Company will draw as large dividends as any other share. No favoritism—no stockholders.

Study this page carefully; read every word of it. It may mean the turning point of your life. This advertisement will positively not appear again.
Free Trip to California
See particulars at top of this ad. Read it carefully.
From Los Angeles Herald of August 27, 1905.

BEGIN DIGGING FOR RARE GEMS
MILLION DOLLAR COMPANY IS FORMED.
Mines in San Diego Co.
Mesa Grande Tourmaline and Gem Company Developing Richest Lands in World—Local Capital Interested.
With a financial backing in excess of \$1,000,000, the Mesa Grande Tourmaline and Gem Company, a corporation whose management is in the hands of prominent Los Angeles business men, has begun the active development of the 64 acres of rich tourmaline land in San Diego county, until recently owned by C. O. McCarrill. That negotiations have been quietly going on for the development of the property in a large way has been known in mining circles for several weeks, but it is only recently that the details and names of the men who are at the head of the enterprise leaked out. The directorate includes Frank A. Seabert, president; Horace Wilson, vice-president; C. O. McCarrill, superintendent; H. E. Folkenson, secretary, and Frank R. Liddell, treasurer. The fiscal agent of the corporation is the Southwestern Securities Company. The property probably comprises the largest and richest known area of tourmaline-bearing strata in the world. It adjoins the holdings of the Himalaia and the San Diego Tourmaline companies, the aggregate of which is 120 acres.

This Is the Property

The Mesa Grande Tourmaline and Gem Company's property consists of 64 acres of land at Mesa Grande, San Diego county, Cal., about fifty miles distant from the city of San Diego. Upon this property is located the largest and most valuable deposits of Tourmaline so far discovered in the world. The property is in such good condition as regards handling that in comparison to any business proposition we can offer you better terms and conditions than are usually given. We predict that the Mesa Grande Tourmaline and Gem Company will in a few years be the greatest independent enterprise in the entire West—where big things are the rule, and not the exception.

Save as Much as You Can

You cannot accumulate a great amount of property by your individual work, as at best you can work but ten or twelve hours a day, while money works continually. Saving is but a matter of habit, which, like every other habit, becomes easier the more it is practiced. So begin now by investing \$5 or \$10 or \$20 a month with the Southwestern Securities Company, where it will be absolutely safe and will pay you a handsome profit. Laying the foundations for a great future—by making fortunes for its stockholders—there is little doubt that the present allotment of stock in the Mesa Grande Tourmaline and Gem Company will soon be oversubscribed.

One Thousand Dollars

If you have \$1000 in idle money here is an opportunity for you to place it where it will return manifold. This is a safe investment in a proven property and one that will prove tremendously profitable. Don't fail to take advantage of it. If you haven't all the cash today call or write us and we will try and arrange terms to suit you. Get all of this stock you can. It will be the best investment you ever made. It will double and treble in value before you know it.

The Mesa Grande Tourmaline and Gem Company

Incorporated under the laws of Arizona for \$1,000,000, has begun operations on its 64 acres of Tourmaline land at Mesa Grande, San Diego county, Cal. This property adjoins the mines of the San Diego Tourmaline Company, consisting of 40 acres, upon which more than 150 feet of tunneling has been done, and the famous Tannenbaum claims of 80 acres, which are reputed to have produced upward of \$2,000,000 worth of gems in the past three years. Seven Tourmaline ledges have already been discovered on the property of the Mesa Grande Tourmaline and Gem Company—and every indication points to the production of stones of rare value, and in almost limitless quantities. Aside from selling stock, the Mesa Grande Tourmaline and Gem Company expects to establish lapidaries in Los Angeles for the purpose of cutting and disposing of its products.

To Lawyers, Doctors and Ministers

We want as many professional men as possible—everywhere—to become interested in this proposition. The purchase of one share of stock puts you on a profit-sharing basis. The nature of your business is such that it does not offer opportunities for using your own capital to the best advantage; you must look to other sources for investment. A few hundred dollars put into the Mesa Grande Tourmaline and Gem Company NOW may enable you to retire from active practice in a few years, with an income sufficient to meet every requirement. At least let us furnish you further information—you owe it to your family and yourself to make a most rigid investigation of this proposition. DO IT NOW. DELAY MAY MEAN DISAPPOINTMENT.

DIVIDENDS

From all indications we estimate that the Mesa Grande Tourmaline and Gem Company will be on a handsome dividend paying basis in a very few months. It may be six months or even a year or longer; we can't tell yet. We won't make wild promises nor rash guesses. We are reasonably certain that it will be only a short time until our shareholders are assured large and permanent dividends. We will do everything in our power to hurry them; but we can't guarantee anything but a "Square Deal", and a square deal to all. You couldn't ask more. No intelligent person wants more. This stock is meritorious, so meritorious that it doesn't need any guarantee. It is strong and safe enough to stand on its own bottom. We believe in it; investigate and you will believe. We have invested our own money in this company. We have advised our relatives and our friends to do so. They are buying this stock. We have the recommendation and backing of every person who has visited our property. It speaks for itself. It is sure, and the possibilities are immense. You can't figure the profits; they are simply astounding. There is no limit to the possibilities. A HUNDRED DOLLARS MAY MAKE YOU A FORTUNE. We may uncover a million dollars' worth of gems the first six months; we honestly believe we will make fortunes for our stockholders. Will you be one of them? Will your progeny thank you for your foresight? Then send in your coupon now—today.

REGULAR SHIPMENTS OF TOURMALINES COMING

H. E. Folkenson and Robert A. Read, Returning From San Diego, Are Enthusiastic Over Gem Mine Near That City.

H. E. Folkenson, secretary of the Southwestern Securities Company, and Robert A. Read of the Read Advertising Agency have just returned from the property of the Mesa Grande Tourmaline and Gem Company at Mesa Grande, San Diego county. This mine, which is located about fifty-four miles from San Diego, is perhaps the largest gem mine in this part of the country. Mr. Folkenson brought back with him several splendid gems, which are now being cut, and regular shipments will be made hereafter to the Los Angeles office. Both Mr. Read and Mr. Folkenson are enthusiastic over the property and prophesy great things for it. The San Diego Chamber of Commerce "Tourmaline is remarkable for the number and variety of the elements of which it is composed. Professor George F. Knurr states that of an analysis of twenty-seven specimens no two were alike in composition and but few contained the same proportion of any of the constituent elements. No other gem stone has such a suite of colors, and the tourmalines of San Diego County are remarkable for their color groupings, hardness and brilliancy, which latter properties are not shared in by tourmalines generally and renders the tourmalines of San Diego County of superior excellence as gem material." Frank A. Seabert, president of the Mesa Grande Tourmaline and Gem Company, leaves tomorrow for another trip to the property, and is endeavoring to arrange his affairs so he can spend a large portion of his time there.

An Income for Life

A modest investment in the stock of the Mesa Grande Tourmaline and Gem Company at its present price—now, before this ground-floor offer is recalled—may mean an income for life. But there is no time to lose.

Notice to Jewelers

We want to interest every jeweler in the United States in this proposition; want them to become part owners in the Mesa Grande Tourmaline and Gem Company—by purchasing at least one share of stock—so that we may establish permanent sources for the outlet of our Gems.

Here Is Your Opportunity

The Southwestern Securities Company offers you an opportunity to become interested in a practical monopoly of gem mining, which, as every one knows, is the best paying of all mining. The huge fortunes that have been made by gem mining lead the fortunes of the world. The mining kings, Cecil Rhodes, Robert Bell and others, made their fortune by gem mining, and their mines today are as big producers, in fact bigger, than when started.

The Exquisite Beauty of Tourmaline

In no other phase of Nature's work do we find her marvelous processes crowned with a more beautiful creation than the Tourmaline, the crystalline form that vies with the floral world in the wonderful procession of its colors and tints. Glowing with the warmth and light of the sun, more durable than the granite foundations of the earth. In its variety of colors the Tourmaline combines the fiery red of the ruby, the magnificent green of the emerald, the golden yellow of the topaz, the deep blue of the sapphire and the rich violet of the amethyst. Tiffany & Co.—The New York jewelers—are placing these stones on the market with great success. Prince Henry of Prussia recently paid \$30,000 for a single Tourmaline—while ordinary specimens readily bring from \$12.00 to \$50.00 a carat. In offering the stock of the Mesa Grande Tourmaline and Gem Company for sale we do so feeling fully satisfied that every dollar put into the proposition will come back to investors with several more dollars, just how many no man can tell.

To Wage Earners

Maybe you're only making \$8.00 or \$4.00 a day. How much of this amount can you save? Suppose you put away a few dollars each week in some savings bank at 3 or 4 per cent interest. How long would it take you to lay up a competency for yourself and family—against the time when your years for earning money are past? By investing \$10.00 or \$20.00 a month in a proposition such as the Mesa Grande Tourmaline and Gem Company you are discounting the future—by laying a foundation for a life income. Clip a coupon and mail it to us today.

Clip a Coupon

There are four coupons on this page. One of those coupons is for you. Pick it out. Cut it out and mail it to us today—or better still, bring it in to our office yourself. It may mean the turning point in your life. It may prove an income for life. It may help you save for a rainy day. It may provide an education or a home for your child. Wealth isn't seeking you. You must seek wealth. These coupons point the way. Thousands of people will read this page. Many of them will use the coupons. This stock will sell rapidly. You may lose this opportunity as you have lost others in the past. Make something of your life and yourself. Be independent, make your family independent. Let your savings help build up this great California industry. Let your old age and your children and grandchildren share in the wealth of gems to be dug from Mother Earth. They are there for you. Nature has done her part. Will you do yours? Then fill out a coupon and get it to us as soon as you can.

INCOME FOR LIFE

BETTER THAN A GOLD MINE

The Gem Mines of Southern California

There is absolutely no way of figuring the possibilities for profit this proposition affords. We feel certain that the earnings will be enormous—at any rate, they are sure. The capitalization of the company is small—One Million Dollars; and the output of the mine is practically unlimited. Your opportunity is now—today—this very minute. Only a limited block of stock to be sold, and in view of which fact we would impress upon our patrons the importance of prompt action—believing this to be an unparalleled opportunity for the profitable investment of capital, in large or small amounts.

Secretary Folkenson's Report After Visiting the Company's Properties in San Diego County:

District of Mesa Grande, which comprises the Tannenbaum property of 80 acres, the San Diego Tourmaline property of 40 acres, and the Mesa Grande Tourmaline and Gem Company property of 64 acres, is located thirty miles from Foster, the nearest town, and about fifty-four miles from San Diego, Section 20, Township 11 North, Range 12 East, San Bernardino base and meridian. The high mountain region in which these mines are located is for miles granitic. The high mountains from base to summit are of the same formation, which is a warrant for permanent production. The property of the Mesa Grande Tourmaline and Gem Company, there are five strong and continuous ledges exposed for a distance of 2000 feet or more; in addition, there are four other ledges not so distinctly marked, but which show strong, outcroppings, indicating tourmaline-bearing minerals. The veins are of mingled course of these ledges is from northeast to southwest. The veins are of mingled

quartz, feldspar and lepidolite, and the general conditions prove that the finest tourmalines in the world will come from the property of the Mesa Grande Tourmaline and Gem Company mine.

The Mesa Grande district differs from other localities in having the Tourmalines in distinct isolated crystals, many translucent and transparent, occurring as large separate crystals with perfect prisms and terminations. In many other districts the crystals are nearly opaque, grouped in radiations and blended into the lepidolite, which makes it useless as a clear and perfect gem.

Active development work commenced some time ago on the Mesa Grande property, and up to the present time a great number and variety of colors have been found, the rarest of which is the blue, which, up to the present time, has been practically unknown. The reds are the predominating color of the entire district, and many of these have been mined which rival the rubies in color and hardness. This district produces today nine-tenths of the tourmalines in the world's supply. Facilities are perfect; the mountains of the Mesa Grande district are

overgrown with large oaks, which will supply the timbers for mining purposes for years to come. Water is plentiful, good roads lead up to the mines, and as 100 pounds of tourmaline crystals is a small fortune, transportation facilities are adequate to meet all requirements.

Those investors who now advance the money for the pursuance of the development of these mines will in a short time reap rich rewards on their investment. Tourmalines as a gem will have the same permanency in public favor as rubies, diamonds and sapphires, and because of their brilliant and beautiful luster, their indestructible wearing qualities, will be in demand at all times by lovers of jewels.

The Tourmalines of the Mesa Grande can be distinguished from other gems by their specific gravity, but principally by their property of assuming polar electricity after being heated, one end becoming positive and the other negative. These particularly distinctive qualities of the Tourmaline put it in a class all alone. Its future value is assured, and with its increasing popularity will surely come an increase in price, which will eventually place it side by side with the rubies, sapphires and diamonds, both in quality and cost.

YOUR OPPORTUNITY IS NOW!

COUPON No. 3.

SOUTHWESTERN SECURITIES COMPANY,
1253-1255 James Flood Bldg.,
San Francisco, California.
I hereby subscribe for one share of stock in the Mesa Grande Tourmaline and Gem Company—for which I inclose \$25—balance to be paid in monthly installments of \$10 each.
Name
Street and Number
City and State
Tribune 10-8.

SOUTHWESTERN SECURITIES COMPANY

D. S. McINNES, Manager, 78 West Second South Street, SALT LAKE CITY, UTAH.
OFFICES IN LOS ANGELES, PORTLAND, OREGON, AND SAN FRANCISCO.

DELAY MEANS DISAPPOINTMENT!

COUPON No. 4.

SOUTHWESTERN SECURITIES COMPANY,
1253-1255 James Flood Bldg.,
San Francisco, California.
Inclosed please find \$..... for which please send me by registered mail shares of stock in the Mesa Grande Tourmaline and Gem Company, at \$100 a share.
Name
Street and Number
City and State
Tribune 10-8.